

State: Arkansas **Filing Company:** Nationwide Life and Annuity Insurance Company
TOI/Sub-TOI: L08 Life - Other/L08.000 Life - Other
Product Name: 2012 Illustrated Products Informational - NWLA
Project Name/Number: 2012 Illustrated Products Informational - NWLA/2012 Illustrated Products Informational - NWLA

Filing at a Glance

Company: Nationwide Life and Annuity Insurance Company
Product Name: 2012 Illustrated Products Informational - NWLA
State: Arkansas
TOI: L08 Life - Other
Sub-TOI: L08.000 Life - Other
Filing Type: Form
Date Submitted: 12/14/2012
SERFF Tr Num: NWPA-128805386
SERFF Status: Closed-Accepted For Informational Purposes
State Tr Num:
State Status: Closed-Accepted for Informational Purposes
Co Tr Num: 2012 ILLUSTRATED PRODUCTS INFORMATIONAL - NWLA

Implementation: On Approval
Date Requested:
Author(s): Amy Burchette, Sandra Davies, Dan Gallion, Cindy Malloy, Clara Pollard, Carrie Ruhlen, Georgia Sollars, Darcy L. Spangler, Drema Wallace, Leslie Hernandez, Darcy Spangler

Reviewer(s): Linda Bird (primary)
Disposition Date: 12/18/2012
Disposition Status: Accepted For Informational Purposes
Implementation Date:

State Filing Description:

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General Information

Project Name: 2012 Illustrated Products Informational - NWLA Status of Filing in Domicile:
Project Number: 2012 Illustrated Products Informational - NWLA Date Approved in Domicile:
Requested Filing Mode: Informational Domicile Status Comments:
Explanation for Combination/Other: Market Type: Individual
Submission Type: New Submission Individual Market Type:
Overall Rate Impact: Filing Status Changed: 12/18/2012
State Status Changed: 12/18/2012
Deemer Date: Created By: Carrie Ruhlen
Submitted By: Carrie Ruhlen Corresponding Filing Tracking Number: 2012 Illustrated
Products Informational - NWLA

Filing Description:
INFORMATIONAL FILING

RE: NWLA-444-M2, Individual Flexible Premium Adjustable Universal Life Insurance
NWLA-450-M2, Last Survivor Flexible Premium Adjustable Universal Life Insurance
Illustration Changes
NAIC #92657

We are submitting this letter to inform you of the changes be made to the illustrations for policy forms NWLA-444-M2, Individual Flexible Premium Adjustable Universal Life Ins., approved 06-11-2009, SERFF #NWFA-126171078 and NWLA-450-M2, Last Survivor Flexible Premium Adjustable Universal Life Ins., approved 12-07-2010, SERFF #NWPA-126856334, State Tracking #47051.

With respect to these forms, the illustration of the policies is being updated to only display guarantees to remain in compliance with ASOP 24.

Due to the removal of the non-guaranteed projections, we will call these illustrations, sales proposals. We now intend to provide a sales proposal to the proposed Insured at the time of solicitation. We no longer intend to market these products with illustrations.

If you have any questions, please feel free to call me at the number below. Thank you for your time in this matter.

Company and Contact

Filing Contact Information

Carrie Ruhlen, Compliance Specialist ruhlenc@nationwide.com
One Nationwide Plaza 614-249-8042 [Phone]
1-33-102 614-249-1199 [FAX]
Columbus, OH 43215

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Filing Company Information

Nationwide Life and Annuity Insurance Company
One Nationwide Plaza
1-10-03
Columbus, OH 43215
(800) 882-2822 ext. [Phone]

CoCode: 92657
Group Code: 140
Group Name:
FEIN Number: 31-1000740

State of Domicile: Ohio
Company Type:
State ID Number:

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? Yes
Fee Explanation: \$50.00 per filing.
Per Company: No

Company	Amount	Date Processed	Transaction #
Nationwide Life and Annuity Insurance Company	\$50.00	12/14/2012	65739697

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Accepted For Informational Purposes	Linda Bird	12/18/2012	12/18/2012

State:	Arkansas	Filing Company:	Nationwide Life and Annuity Insurance Company
TOI/Sub-TOI:	L08 Life - Other/L08.000 Life - Other		
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Disposition

Disposition Date: 12/18/2012
Implementation Date:
Status: Accepted For Informational Purposes

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No